

CRM

31330

For Six Month Period Ending **31 MAY 1997**  
(Insert date)

**I - REGISTRANT**

1. (a) Name of Registrant (b) Registration No. 05138  
The Brady Company

(c) Business Address(es) of Registrant  
N80 W12878 Fond du Lac Avenue  
Menomonee Falls, WI 53051

2. Has there been a change in the information previously furnished in connection with the following:

- (a) If an individual:
- |                       |                              |                             |
|-----------------------|------------------------------|-----------------------------|
| (1) Residence address | Yes <input type="checkbox"/> | No <input type="checkbox"/> |
| (2) Citizenship       | Yes <input type="checkbox"/> | No <input type="checkbox"/> |
| (3) Occupation        | Yes <input type="checkbox"/> | No <input type="checkbox"/> |
- (b) If an organization:
- |                          |                              |  |
|--------------------------|------------------------------|--|
| (1) Name                 | Yes <input type="checkbox"/> | No <input checked="" type="checkbox"/> |
| (2) Ownership or control | Yes <input type="checkbox"/> | No <input checked="" type="checkbox"/> |
| (3) Branch offices       | Yes <input type="checkbox"/> | No <input checked="" type="checkbox"/> |
- (c) Explain fully all changes, if any, indicated in items (a) and (b) above.

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**IF THE REGISTRANT IS AN INDIVIDUAL, OMIT RESPONSE TO ITEMS 3, 4, AND 5(a).**

3. If you have previously filed Exhibit C<sup>1</sup>, state whether any changes therein have occurred during this 6 month reporting period.  
Yes ☐ No ☒

If yes, have you filed an amendment to the Exhibit C? Yes ☐ No ☐

If no, please attach the required amendment.

017139  
SEP 14 1997  
CRM/REGISTRATION DIVISION

<sup>1</sup> The Exhibit C, for which no printed form is provided, consists of a true copy of the charter, articles of incorporation, association, and by laws of a registrant that is an organization. (A waiver of the requirement to file an Exhibit C may be obtained for good cause upon written application to the Assistant Attorney General, Criminal Division, Internal Security Section, U.S. Department of Justice, Washington, D.C. 20530.)

4. (a) Have any persons ceased acting as partners, officers, directors or similar officials of the registrant during this 6 month reporting period? Yes ☐ No ☒

If yes, furnish the following information:

Name	Position	Date Connection Ended
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- (b) Have any persons become partners, officers, directors or similar officials of the registrant during this 6 month reporting period? Yes ☐ No ☒

If yes, furnish the following information:

Name	Residence Address	Citizenship	Position	Date Assumed
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5. (a) Has any person named in item 4(b) rendered services directly in furtherance of the interests of any foreign principal? Yes ☐ No ☐

If yes, identify each such person and describe his service.

- (b) Have any employee or individuals, who have filed a short form registration statement, terminated their employment or connection with the registrant during this 6 month reporting period? Yes ☒ No ☐

If yes, furnish the following information:

Name	Position or connection	Date terminated
Lewin J. Millard	Editor/Writer	Jan. 1, 1997

- (c) During this six month reporting period, has the registrant hired as employees or in any other capacity, any persons who rendered or will render services to the registrant directly in furtherance of the interests of any foreign principal(s) in other than a clerical or secretarial, or in a related or similar capacity? Yes ☒ No ☐

If yes, furnish the following information:

Name	Residence Address	Citizenship	Position	Date Assumed
Kelly Fuerstenberg	328 Hunter Street Apt. D West Bend, WI 53095	U.S.	Writer	Jan. 1, 1997

6. Have short form registration statements been filed by all of the persons named in Items 5(a) and 5(c) of the supplemental statement? Yes ☒ No ☐

If no, list names of persons who have not filed the required statement.

**II - FOREIGN PRINCIPAL**


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7. Has your connection with any foreign principal ended during this 6 month reporting period?

Yes ☐No ☒

If yes, furnish the following information:

*Name of foreign principal**Date of termination*


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8. Have you acquired any new foreign principal<sup>2</sup> during this 6 month reporting period?

Yes ☐No ☒

If yes, furnish following information:

*Name and address of foreign principal**Date acquired*


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9. In addition to those named in Items 7 and 8, if any, list foreign principals<sup>2</sup> whom you continued to represent during the 6 month reporting period.

Danish Ministry of Business and Industry

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10. **EXHIBITS A AND B**

(a) Have you filed for each of the newly acquired foreign principals in Item 8 the following:

Exhibit A<sup>3</sup>Yes ☐No ☐Exhibit B<sup>4</sup>Yes ☐No ☐

If no, please attach the required exhibit.

(b) Have there been any changes in the Exhibits A and B previously filed for any foreign principal whom you represented during this six month period? Yes ☒ No ☐

If yes, have you filed an amendment to these exhibits?

Yes ☐No ☒

If no, please attach the required amendment.

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2 The term "foreign principal" includes, in addition to those defined in section 1(b) of the Act, an individual organization any of whose activities are directly or indirectly supervised, directed, controlled, financed, or subsidized in whole or in major part by a foreign government, foreign political party, foreign organization or foreign individual. (See Rule 100(a) (9)). A registrant who represents more than one foreign principal is required to list in the statements he files under the Act only those principals for whom he is not entitled to claim exemption under Section 3 of the Act. (See Rule 208.)

3 The Exhibit A, which is filed on form CRM-157 (Formerly OBD-67) sets forth the information required to be disclosed concerning each foreign principal.

4 The Exhibit B, which is filed on Form CRM-155 (Formerly OBD-65) sets forth the information concerning the agreement or understanding between the registrant and the foreign principal.

**III - ACTIVITIES**

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11. During this 6 month reporting period, have you engaged in any activities for or rendered any services to any foreign principal named in Items 7, 8, and 9 of this statement?      Yes ☒      No ☐

If yes, identify each such foreign principal and describe in full detail your activities and services:

Danish Ministry of Business and Industry

Provided: Consulting, public relations, research and advertising services including production of two newsletters.

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12. During this 6 month reporting period, have you on behalf of any foreign principal engaged in political activity<sup>5</sup> as defined below?      Yes ☐      No ☒

If yes, identify each such foreign principal and describe in full detail all such political activity, indicating, among other things, the relations, interests and policies sought to be influenced and the means employed to achieve this purpose. If the registrant arranged, sponsored or delivered speeches, lectures or radio and TV broadcasts, give details as to dates, places, of delivery, names of speakers and subject matter.

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13. In addition to the above described activities, if any, have you engaged in activity on your own behalf which benefits any or all of your foreign principals?      Yes ☐      No ☒

If yes, describe fully.

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<sup>5</sup> The term "political activities" means any activity that the person engaging in believes will, or that the person intends to, in any way influence any agency or official of the Government of the United States or any section of the public within the United States with reference to formulating, adopting or changing the domestic or foreign policies of the United States or with reference to political or public interests, policies, or relations of a government as foreign country or a foreign political party.

# IV - FINANCIAL INFORMATION

## 14. (a) RECEIPTS-MONIES

During this 6 month reporting period, have you received from any foreign principal named in Items 7, 8, and 9 of this statement, or from any other source, for or in the interests of any such foreign principal, any contributions, income or money either as compensation or otherwise? Yes ☒ No ☐

If no, explain why.

If yes, set forth below in the required detail and separately for each foreign principal an account of such monies<sup>6</sup>

Date	From Whom	Purpose	Amount
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SEE INSERT ATTACHED

Total

## (b) RECEIPTS - FUND RASING CAMPAIGN

During this 6 month reporting period, have you received, as part of a fund raising campaign<sup>7</sup>, any money on behalf of any foreign principal named in items 7, 8, and 9 of this statement? Yes ☐ No ☒

If yes, have you filed an Exhibit D to your registration? Yes ☐ No ☐

If yes, indicate the date the Exhibit D was filed. Date \_\_\_\_\_

## (c) RECEIPTS-THINGS OF VALUE

During this 6 month reporting period, have you received any thing of value<sup>9</sup> other than money from any foreign principal named in Items 7, 8, and 9 of this statement, or from any other source, for or in the interests of any such foreign principal? Yes ☐ No ☒

If yes, furnish the following information:

Name of foreign principal	Date received	Description of thing of value	Purpose
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<sup>6, 7</sup> A registrant is required to file an Exhibit D if he collects or receives contributions, loans, money, or other things of value for a foreign principal, as part of a fund raising campaign. (See Rule 201(e).)

<sup>8</sup> An Exhibit D, for which no printed form is provided, sets forth an account of money collected or received as a result of a fund raising campaign and transmitted for a foreign principal.

<sup>9</sup> Things of value include but are not limited to gifts, interest free loans, expense free travel, favored stock purchases, exclusive rights, favored treatment over competitors, "kickbacks," and the like.

**15. (a) DISBURSEMENTS-MONIES**

During this 6 month reporting period, have you

(1) disbursed or expended monies in connection with activity on behalf of any foreign named in Items 7, 8, and 9 of this statement? Yes ☐ No ☒

(2) transmitted monies to any such foreign principal? Yes ☐ No ☒

If no, explain in full detail why there were no disbursements made on behalf of any foreign principal.

The Brady Company performs no services to the Danish Government that require Brady to disburse or expended monies on behalf of Denmark.

If yes, set forth below in the required detail and separately for each foreign principal an account of such monies, including monies transmitted, if any, to each foreign principal.

Date	To Whom	Purpose	Amount
------	---------	---------	--------

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Total

**(b) DISBURSEMENTS-THINGS OF VALUE**

During this 6 month reporting period, have you disposed of anything of value<sup>10</sup> other than money in furtherance of or in connection with activities on behalf of any foreign principal named in Items 7, 8, and 9 of this statement?

Yes ☐No ☒

If yes, furnish the following information:

Date disposed	Name of person to whom given	On behalf of what foreign principal	Description of thing of value	Purpose
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**(c) DISBURSEMENTS-POLITICAL CONTRIBUTIONS**

During this 6 month reporting period, have you from your own funds and on your own behalf either directly or through any other person, made any contributions of money or other things of value<sup>11</sup> in connection with an election to any political office, or in connection with any primary election, convention, or caucus held to select candidates for political office?

Yes ☐No ☒

If yes, furnish the following information:

Date	Amount or thing of value	Name of political organization	Name of candidate
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<sup>10, 11</sup> Things of value include but are not limited to gifts, interest free loans, expense free travel, favored stock purchases, exclusive rights, favored treatment over competitors, "kickbacks" and the like.

**V - INFORMATIONAL MATERIALS**

16. During this 6 month reporting period, did you prepare, disseminate or cause to be disseminated any informational materials<sup>12</sup>?  
 Yes ☒ No ☐

IF YES, RESPOND TO THE REMAINING ITEMS IN SECTION V.

17. Identify each such foreign principal.

Danish Ministry of Business and Industry

18. During this 6 month reporting period, has any foreign principal established a budget or allocated a specified sum of money to finance your activities in preparing or disseminating informational materials?  
 Yes ☒ No ☐

If yes, identify each such foreign principal, specify amount, and indicate for what period of time.

Danish Ministry of Business and Industry

For 1997 Jan. to Dec.: \$76,000 for two Newsletters  
 26,000 General Consulting & Marketing Support  
 36,000 Lead Management/Research  
 54,000 Public Relations

19. During this 6 month reporting period, did your activities in preparing, disseminating or causing the dissemination of informational materials include the use of any of the following:

- |   |  |   |   |
|---|--|---|---|
| <input type="checkbox"/> Radio or TV broadcasts           | <input checked="" type="checkbox"/> Magazine or newspaper articles | <input type="checkbox"/> Motion picture films                       | <input type="checkbox"/> Letters or telegrams |
| <input checked="" type="checkbox"/> Advertising campaigns | <input checked="" type="checkbox"/> Press releases                 | <input checked="" type="checkbox"/> Pamphlets or other publications | <input type="checkbox"/> Lectures or speeches |
| <input type="checkbox"/> Other (specify) _____            |  |   |   |

20. During this 6 month reporting period, did you disseminate or cause to be disseminated informational materials among any of the following groups:

- |  |   |   |
|--|---|---|
| <input type="checkbox"/> Public Officials                                      | <input checked="" type="checkbox"/> Newspapers        | <input type="checkbox"/> Libraries                |
| <input type="checkbox"/> Legislators   | <input checked="" type="checkbox"/> Editors           | <input type="checkbox"/> Educational institutions |
| <input type="checkbox"/> Government agencies                                   | <input type="checkbox"/> Civic groups or associations | <input type="checkbox"/> Nationality groups       |
| <input checked="" type="checkbox"/> Other (specify) <u>Business Executives</u> |   |   |

21. What language was used in the informational materials:

- ☒ English ☐ Other (specify) \_\_\_\_\_

22. Did you file with the Registration Unit, U.S. Department of Justice a copy of each item of such informational materials disseminated or caused to be disseminated during this 6 month reporting period? Yes ☒ No ☐

23. Did you label each item of such informational materials with the statement required by Section 4(b) of the Act? Yes ☒ No ☐

12 The term informational materials includes any oral, visual, graphic, written, or pictorial information or matter of any kind, including that published by means of advertising, books, periodicals, newspapers, lectures, broadcasts, motion pictures, or any means or instrumentality of interstate or foreign commerce or otherwise. Informational materials disseminated by an agent of a foreign principal as part of an activity in itself exempt from registration, or an activity which by itself would not require registration, need not be filed pursuant to Section 4 (b) of the Act.



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**VI--EXECUTION**

In accordance with 28 U.S.C. § 1746, the undersigned swear(s) or affirm(s) under penalty of perjury that he/she has (they have) read the information set forth in this registration statement and the attached exhibits and that he/she is (they are) familiar with the contents thereof and that such contents are in their entirety true and accurate to the best of his/her (their) knowledge and belief, except that the undersigned make(s) no representation as to truth or accuracy of the information contained in the attached Short Form Registration Statement(s), if any, insofar as such information is not within his/her (their) personal knowledge.

(Date of signature)

June 27, 1997  
  
  
  
  
  
  
  
  
  
(Type or print name under each signature<sup>13</sup>)  
STEVEN CZARNIECKI  
  
  
  
  
  
  
  
  
  

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<sup>13</sup> This statement shall be signed by the individual agent, if the registrant is an individual, or by a majority of those partners, officers, directors or persons performing similar functions, if the registrant is an organization, except that the organization can, by power of attorney, authorize one or more individuals to execute this statement on its behalf.

14 (a).

Date	From Whom	Purpose	Amount
12/31/96	Danish Ministry ...	Consulting	\$ 1,822
12/31/96	" "	Consulting	3,530
12/31/96	" "	Consulting	6,970
12/31/96	" "	Research	5,128
12/31/96	" "	Public Relations	4,565
1/31/97	" "	Newsletter	5,995
1/31/97	" "	Public Relations	4,836
2/28/97	" "	Consulting	2,025
2/28/97	" "	Public Relations	4,877
2/28/97	" "	Consulting	1,475
2/28/97	" "	Newsletter	11,000
2/28/97	" "	Research	3,565
3/31/97	" "	Research	1,926
3/31/97	" "	Research	20,914
3/31/97	" "	Newsletter	8,642
3/31/97	" "	Public Relations	4,852
3/31/97	" "	Public Relations	2,538
4/30/97	" "	Consulting	2,099
4/30/97	" "	Public Relations	3,808
4/30/97	" "	Public Relations	1,796
		TOTAL	\$102,363

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MINISTRY OF  
BUSINESS AND  
INDUSTRY

EXHIBIT "B"

Brady Company  
N80 W12787 Fond du Lac Ave  
Menomonie Falls  
WI 53051-4410

att.: Steve Czarniecki

*Invest in Denmark*

Date  
17 February 1997  
Ref  
95-757-59  
/DGS/HHS

### **Invest in Denmark - Marketing Program**

For 1997 the Brady Company will be a partner for Invest in Denmark's Marketing Program not only within call center and distribution but also within the targeted areas - IT and Telecommunication.

The following is the agreement between Invest in Denmark and The Brady Company concerning the Marketing program in the US. This letter replaces the issue of 13 February 1997.

### **Euroview - Logistics/Call Center Newsletter**

Four issues are planned for 1997. Each issue going to approximately 9000 individuals, each qualified as a prospect or influencer. Euroview will help establish Denmark as the preeminent authority on logistics and call centers in the New Europe. The publication serves as a powerful direct marketing tool that positions Denmark as the logistics and call center hub of the New Europe.

Invest in Denmark will deliver stories and facts about Denmark. Invest in Denmark will use the already designed business reference report form for this purpose. This will provide the Brady Company with a description of potential companies/good stories, and alerts Brady whether Invest in Denmark has discussed media relations with the company or if Brady should initiate the discussion. This will also be useful for media placements and cases.

Before each deadline a telephone conference will be held between Invest in Denmark in Copenhagen and The Brady Company in order to discuss the content of Euroview. Coordination with Andy Ubaldi and Torben Luth will be done before the telephone conference. The Brady Company will send the Euroview-schedule for 1997 to Invest in Denmark.

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97 JUL 11 AM 8:23

Ministry of Business  
and Industry  
Slotsholmsgade 10-12  
DK-1216 Copenhagen K  
Denmark

Phone +45 33 92 33 50  
Fax +45 33 12 37 78  
E-mail investdk@om.dk

*Activity no. 301: Euroview*

Estimated budget: \$44,000

The amount will be payable in 4 rates upon satisfactory completion of each issue.

Responsible in liD: Helle Meinertz/Dorte Bak

**Advertising - industry specific**

The goal is to create awareness about Denmark in the targeted industries and second to generate leads. The ads will be used to challenge executives to consider Denmark when deciding on what they need to do to remain competitive in the New Europe now, and well into the 21st Century. The Brady Company will help develop the ad for IT - Telecommunications where we do not have an advertisement that can be used. The ads developed in 1996 for distribution and call center will also be used in the advertising campaign in 1997. Furthermore the Brady Company will suggest which publications would be the most appropriate for Invest in Denmark's advertising campaign in the US.

*Activity no. 206: IT-Telecommunication - Creation of a new ad*

Estimated budget: \$7,000

Responsible in liD: Thomas Christensen/Gunner From

*Activity no. 207: Advertising IT - Telecommunications - Media placement*

Estimated budget: \$71,273

Estimated commissions (if we run all the ads): \$6,289

Responsible in liD: Thomas Christensen/Gunner From

*Activity no. 307: Advertising Distribution - Media Placement*

Estimated budget: \$68,420

Estimated commissions (if we run all the ads): \$6,000

Responsible in liD: Helle Meinertz/Dorte Bak

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4  
4  
76

*Activity no. 403: Advertising Call Center - Media Placement*

Estimated budget: \$49,475

Estimated commissions (if we run all the ads): \$4,365

Responsible in IID: Gunner From

**Media Tour**

It has not been finally decided whether to carry out this activity. The media tour will bring 8-10 journalists from respected trade publications and free lance journalists to Denmark to see the country's advantages first-hand.

The Brady Company is responsible of selecting and inviting the journalists, while Invest in Denmark is responsible of the programme for the tour. The media tour will last approximately one week.

*Activity no. 120: Media Tour*

Estimated budget: \$11,000

Responsible in IID: Kaj Kristiansen

**General consulting and marketing support**

For purposes of clarification, general consulting and marketing support covers the cost of providing ongoing consulting services to Invest in Denmark and covers the cost of coordinating all the programs undertaken by Brady for Denmark. In addition this includes providing market intelligence, responding to various inquiries and undertaking special projects. Furthermore it includes costs of developing new proposals including a marketing plan for 1998 and ongoing evaluation.

All employees of Invest in Denmark in the US and in Denmark are authorized to contact Steve Czarnecki under this heading and ask for his advice. The same applies to external parties (like Copenhagen Capacity or Port of Copenhagen) suggested to do so by Invest in Denmark.

Actual hours used may well exceed the limit on \$2,000 per month. Brady is not paid extra for that - as it is considered a natural part of being a strategic

partner. However - if the consultations exceed what Brady considers reasonable the issue will be discussed with Peter Pedersen.

*Activity no. 123: General consulting and marketing support*

Estimated budget: \$26,000 (maximum \$2,000 per month + \$2,000 for travel and related expenses)

Responsible in IID: Helle Meinertz/Dorte Bak

### Case Stories

The development of case stories will be used for the press in the US as well as in Denmark. Case studies carry the credibility of "real life" examples and they have a long shelf life. The Brady Company will interview contacts at appropriate companies to write feature articles that detail each company's site selection process and experiences in Denmark. The cases will be sent to appropriate publications - one editor at the time.

Parallel to this Invest in Denmark will develop case-stories in relation to foreign companies established in Denmark. These cases will be used in newsletters, on Invest in Denmark's homepage and as general information for potential prospects. The cases will also be sent to The Brady Company. The development of case-stories by the Brady company will be decided on a case-by-case basis.

*Activity no. 134: Case-stories general*

Estimated budget: \$2,500 per story

Responsible in IID: Kaj Kristiansen

*Activity no. 306: Case-stories distribution*

Estimated budget: \$2,500 per story

Responsible in IID: Helle Meinertz/Dorte Bak

*Activity no. 404: Case-stories call center*

Estimated budget: \$2,500 per story

Responsible in IID: Gunner From

### **Monthly Retainer**

Establishment and monitoring of editorial calendar, on-going media contact, maintenance of database, maintenance of photography file, press releases, rickler program, answering media inquiries and consultation and strategy.

Invest in Denmark will provide the Brady Company with contact persons in Danish companies, stories, press releases, photo file etc. Brady will utilize information submitted through IiD's Home Page.

*Activity no. 309: Monthly retainer - distribution*

Estimated budget: \$54,000

Responsible in IiD: Helle Meinertz/Dorte Bak

### **Lead management**

A key element of Invest in Denmark's U.S. marketing strategy is its lead management program, which is designed to help identify, qualify and nurture U.S. prospects. To help accomplish this, a relational database has been developed to house and maintain information on U.S. companies that are prospects for Invest in Denmark's program. This also includes the Invest in Denmark 800-number. The lead management program will be fully operational throughout 1997.

This activity has no specific activity number. Just note lead management on the invoices.

Estimated budget: \$ 36,000

Responsible in IiD: Helle Meinertz/Dorte Bak

### **Trade shows**

The Brady Company will be involved in the arrangement of trade shows that Invest in Denmark are participating in when the participation in the activity are approved.

### **How the work is organized in Invest in Denmark in 1997**

Invest in Denmark has organized the work in 1997 in six different groups that each are responsible for the specific sector.

#### **Groups:**

- Distribution: Helle Meinertz, Dorte Bak, Anette Overby Kristensen
- Call center: Gunner From, NN1, NN2,
- IT/Telecommunications: Gunner From, Thomas Christensen, Anne Marie Søbye Rapp, NN1,
- Food: Thomas Christensen, Kjeld Hansen, Anne-Marie Søbye Rapp,
- Medical: Anette Overby Kristensen, NN2,
- Environmental: Helle Meinertz, Kjeld Hansen,

Kaj Kristiansen is responsible for coordinating horizontal activities.

Contacts to Invest in Denmark will be dealt with in the groups in order to secure the continuity and the best communication between the Brady Company and the groups.

Subjects of a more general nature should be addressed to Helle Meinertz or Dorte Bak.

We appreciate that it may seem complicated for Brady to have several different contact persons in Invest in Denmark. However we remain convinced that this is the best way to organize communication as the contact persons each have to coordinate with other parties and activities in Denmark.

All invoices should be sent monthly to Invest in Denmark attention Dorte Bak with specification of the activity number and number of hours used in relation to the above. The above estimated budget for each activity is a maximum budget that should not be exceeded.



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Invest in Denmark would like to receive a monthly list with the following information:

- List of calls through the Invest in Denmark 888-number, with specification of which advertisements they are responding to
- Number of articles published with a copy of the article
- Number of case-stories published with a copy of the case-stories
- Clipping-service.

We are looking forward to working with you in 1997.

Yours sincerely,  
Invest in Denmark



Peter Pedersen